

# Sample Article

Courtesy of the Medical Technology Association of Australia

## Ethical and Transparent Interactions with Industry Benefit Ostomates in Australia

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As an ostomate you will be familiar with the products that medical technology companies supply. These products help you manage your condition and improve your quality of life.

Appropriate selection of medical technology products to meet an individual patient's needs and circumstances is a decision rightly made by the treating healthcare professional, for example a GP or stoma therapy nurse. Patients expect healthcare professionals to make these decisions based on the qualities of the product and their suitability for them as the patient, not on the basis of any incentives offered to the healthcare professional by the manufacturer or supplier of the product. The Medical Technology Association of Australia (MTAA) Code of Practice supports this expectation by providing an ethical framework for medical technology companies to work within in their dealings with both healthcare professionals and consumers.

### **About the MTAA Code**

MTAA is the national association representing companies in the medical technology industry. The MTAA Code of Practice is an industry code for medical technology companies including suppliers of stoma products. The Code of



use of products, including discussions about product features and performance. The Code permits such training but requires that it is conducted in a clinical, educational or other setting that supports effective learning.

The Code also allows companies to provide hospitality to healthcare professionals in limited circumstances – by sponsorship of hospitality at a third party conference or as incidental to the bona-fide presentation of educational material or commercial information. The hospitality must be modest in value, not include any entertainment, and take place in a setting conducive to the scientific,

### **Industry interactions with consumers**

The MTAA Code recognises and supports relationships between the medical technology industry and health consumer organisations, e.g. Australian Council of Stoma Associations. The Code also allows companies to make educational grants to support the education of consumers or the general public about important healthcare topics.

The Code also allows companies to run competitions for consumers. However, the Code prohibits companies from making it a condition of entry into the competition that a consumer use or purchase a specific product.

### **Questions or complaints about the MTAA Code**

A consumer or healthcare professional who believes that a medical technology company has breached the provisions of the MTAA Code of Practice can make a complaint to the Code Complaints Committee. A consumer or healthcare professional who is considering making a complaint is encouraged to raise his or her concerns with the company first as it may have been an isolated activity that affects the company's own code of conduct.



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